

**University of Calgary Continuing Education (UCCE)
Professional Writing Certificate – Business & Technical Writing
Professional Writing Certificate - Marketing & Public Relations**

Frequently Asked Questions - FAQs

Do I need to live in Calgary to take this course?

No. This is a 100% online program that can be taken from anywhere with a computer and a reliable Internet connection. You will be using Blackboard software but do not need to purchase it.

What is Online Learning?

Online learning is an interactive way of learning that allows you to take courses via distance at your own time throughout the week. There are no set class times. **It requires you to log in to the Blackboard software 3 - 4 times per week** to keep pace with the class learning. It is not like "correspondence or paper-based learning" where you do the entire course at your own pace with a textbook. There are readings, deadlines and contributions required on a weekly basis. Graded assignments, quizzes, exams and participation marks are also given for a final letter grade mark. **You should plan on studying and working 6 hours per week per course.**

What are the dates for the Prerequisite Learning Online course?

Several sections of this course are offered each semester. The course code is BMC 152 and is accessed from the [PWC](#) homepage.

Do I need a degree for admission into UCCE programs?

No. A degree is not required for admission into UCCE programs.

What are the program requirements?

Degree Requirements: No degree is required for enrolment in either certificate.

Language Requirements: Those whose first language is not English must satisfy Continuing Education's [English Language Proficiency requirements](#).

Technical Requirements: The 10-hour course "Learning Online" must be taken BEFORE or in CONJUNCTION WITH any online course. Note: you must complete at least one week of the Learning Online course before starting another online course. If you have taken online courses with Blackboard or WebCT before, you may not need to take the course. Please fill out the [waiver form](#) for possible exemption from the Learning Online course. Learning Online is very popular and fills quickly so register for this course as soon as possible. All that is required is a computer and reliable Internet connection.

Workload Requirements: Each certificate course requires you to log into the Blackboard software 3 - 4 times per week to keep pace with the class learning. It is not like "correspondence or paper-based learning" where you do the entire course at your own pace with a textbook. There are readings, deadlines and contributions required on a weekly basis. Graded assignments, quizzes, exams and participation requirements with deadlines are also given for a letter grade final mark. You should plan on studying and working 6 hours per week per course.

Does this program lead to a degree?

No. This program is a certificate offered through University of Calgary Continuing Education. This means that the courses do not give you a degree when finished or allow for any transfer credit toward a degree program.

Can I take a single course?

Yes. You can register for a single course if that is all you require. You do not need to be accepted to the U of C to register for a course in Continuing Education.

In what order should I take the courses?

It is strongly recommended that core courses be completed before taking additional courses. However, those with several years directly-related workplace writing experience may choose to take courses in any order.

[Course Timetable](#)

How long does it take to complete the certificate?

The program can be completed in approximately 1 to 2 years entirely online from anywhere with a reliable Internet connection.

Can I receive credit for courses taken at another institution?

A maximum of 60 hours of course exemptions may be granted to students who have successfully completed equivalent graded courses at other post-secondary institutions. To apply for advanced credit:

1. Submit an [Advanced Credit application](#), specifying which courses you are requesting exemption from, and what equivalent course credit(s) you have obtained.
2. Include a non-refundable administration fee of \$50.00 for each course credit you request, up to a maximum of \$150.00. (Payable via credit card online.)
3. Include a course outline and description of the equivalent course you are submitting for advance credits.
4. Include proof of attendance and final grade of the equivalent course from the educational institution where you attended.

Is there a deadline to apply?

No. Intake is year round with no specific deadline. If you are working toward a certificate, you should [apply](#) for admission first as this will be needed to track your courses.

What is the cost of the program?

Here are the anticipated prices for the 2011/2012 year:

Certificate Admission Fee - \$95

- 1) BMC 152 Learning Online prerequisite course - \$169
- 2) Fee per 30 hour course - \$445
- 3) Fee per 40 hour course \$545

Textbook costs are **estimated** at \$100 per course. Each course has different textbook requirements and prices do vary.

Are there any discounts?

Yes. A bundled discount applies if you register and pay at the **same time** for 3 or 4 courses. Offer valid for the 2011/12 academic year.

3 courses – discount of 10%

4 courses – discount of 15%

Please note: you will need to call 403-220-2952 and register by phone to receive the discount.

I want to register for the program. What should I do?

First, confirm that you meet the **program requirements**. If English is not your first language you will be required to provide details of your education or test scores taken. Then, [apply](#) for admission to the certificate.

If you are ready to register for a course via the web using your credit card, visit either the PWC – [Business and Technical Writing](#) specialization homepage or the [Marketing and Public Relations](#) specialization homepage.

To register over the phone using your credit card, please call 403-220-2952 in the Calgary area. Please call toll free in North America 1-866-220-4992 (outside Calgary area).

Is there funding available?

There is no funding for our Continuing Education courses.

What are the policies of the program?

Please see the complete [listing](#) of Continuing Education forms and policies including admissions, awards, fees, grades, refunds and academic honesty.

Who would benefit from taking this certificate?

Writing is a core job competency that falls under the broader category of communication and is required in numerous careers world-wide. Due to the prevalence of new technologies, which often require an abundance of writing, solid competencies are sought after more than ever before.

Are you a professional who writes in business, industry, education, engineering, science, or elsewhere? Are you a technical writer, copywriter, corporate writer, proposal writer, web writer or other writer? If you want to gain valuable skills in these areas, the Professional Writing Certificate may be perfect for you.

I still have some unanswered questions. Whom should I contact?

Contact the program via email with your specific questions at:
writing@ucalgary.ca